



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS (INTERIOR DESIGN, FASHION
DESIGN AND MERCHANDIZING) WITH INFORMATION
TECHNOLOGY
(MAIN CAMPUS)**

ADI 104: DESIGN COMMUNICATION AND AESTHETICS

Date: 15th July 2014

Time: 8.30 - 10.30 am

INSTRUCTIONS:

- This paper consists of TWO sections; A and B. Answer ALL the questions from Section A in the answer booklet provided.
- Answer ANY TWO questions from section B in the answer booklet provided. Each question carries 10 marks.



SECTION A- 30 marks

Answer **ALL** the questions from Section A in the answer booklet provided.

- Q1. a) Outline five (5) ways through which speaking may create barriers in communication (5 marks)
- b) Cite three (3) reasons feedback is important in communication (3 marks)
- Q2. a) Provide and describe two (2) attributes of a successful structural design (6 marks)
- b) Name four (4) classifications of decorative design (4 marks)
- Q3. a) List six (6) steps in communicating through photography (6 marks)
- b) Name and describe three (3) types of photographs (6 marks)

SECTION B- 20 marks

Answer any **Two** questions from this section. Each question carries 10 marks.

- Q4. Indigenous African artifacts are essentially aesthetic. Elaborate in detail five (5) methods of producing the artifacts (10 marks)
- Q5. "Design is both problem solving and a fundamental human activity". Critically examine the statement (10 marks)
- Q6. Aesthetics can be created through materials. Discuss in detail five (5) ways a designer can achieve that (10 marks)
- Q7. Imagine you are attending a training workshop. Explain in detail the measures you would take to listen to the speakers effectively (10 marks)